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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/540,214	03/31/2000	Jay S. Walker	00-006	9740
22927 75	590 11/17/2004	EXAMINER		INER
WALKER DIGITAL			DURAN, ARTHUR D	
FIVE HIGH RIDGE PARK STAMFORD, CT 06905			ART UNIT	PAPER NUMBER
,			3622	
			DATE MAILED: 11/17/2004	4

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)			
	09/540,214	WALKER ET AL.			
Office Action Summary	Examiner	Art Unit			
	Arthur Duran	3622			
The MAILING DATE of this communication app Period for Reply	ears on the cover sheet with th	ne correspondence address			
A SHORTENED STATUTORY PERIOD FOR REPLY THE MAILING DATE OF THIS COMMUNICATION.  - Extensions of time may be available under the provisions of 37 CFR 1.13 after SIX (6) MONTHS from the mailing date of this communication.  - If the period for reply specified above is less than thirty (30) days, a reply - If NO period for reply is specified above, the maximum statutory period w - Failure to reply within the set or extended period for reply will, by statute, Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b).	within the statutory minimum of thirty (30) ill apply and will expire SIX (6) MONTHS to cause the application to become ABANDO	e timely filed  days will be considered timely. from the mailing date of this communication.  DNED (35 U.S.C. § 133).			
Status					
1) Responsive to communication(s) filed on 24 Se	eptember 2004.	•			
· - · · · · · · · · · · · · · · · · · ·	action is non-final.				
Disposition of Claims					
4)⊠ Claim(s) <u>1,6-23,25-29,34-41 and 43-100</u> is/are pending in the application.  4a) Of the above claim(s) is/are withdrawn from consideration.					
5) Claim(s) is/are allowed.					
6)⊠ Claim(s) <u>1, 6-23, 25-29, 34-41,43-100</u> is/are rejected.					
7) Claim(s) is/are objected to.					
8) Claim(s) are subject to restriction and/or election requirement.					
Application Papers					
9) The specification is objected to by the Examiner.					
10) The drawing(s) filed on is/are: a) accepted or b) objected to by the Examiner.					
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).					
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).					
11) The oath or declaration is objected to by the Ex	aminer. Note the attached Off	ice Action or form PTO-152.			
Priority under 35 U.S.C. § 119					
<ul> <li>12) Acknowledgment is made of a claim for foreign</li> <li>a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority documents</li> </ul>		9(a)-(d) or (f).			
2. Certified copies of the priority documents have been received in Application No					
3. Copies of the certified copies of the priority documents have been received in this National Stage					
application from the International Bureau	-				
* See the attached detailed Office action for a list of the certified copies not received.					
Attachment(s)	JUP	M Joffry D. Calson Princy Exercise			
1) Notice of References Cited (PTO-892)	4) Interview Summ	ary (PTO-413)			
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mai	l Date			
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date	6) Other:	al Patent Application (PTO-152)			

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### **DETAILED ACTION**

1. Claims 1, 6-23, 25-29, 34-41, and 43-100 have been examined.

### Response to Amendment

2. The Amendment filed on 9/24/04 is insufficient to overcome the Bergh, Scroggie, and Von Kohorn reference.

### Claim Rejections - 35 USC § 112

3. Claim 98-100 rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

In claims 98-100, the claim states that the benefit is provided based on the purchased of the selected product and that the benefit is provided in exchange for the selecting. However, there is no 'or' phrase before the other option of when to provide the benefit. Therefore, the claim does not make logical sense. For example, in claim 99, The claim should read something like, "arranging for a benefit to be provided... selected product; OR wherein the benefit is provided... for the selecting."

Appropriate correction is required.

#### Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 1, 6-15, 17-21, 25-29, 34-41, 43-47, and 49-96 are rejected under 35
U.S.C. 103(a) as being unpatentable over Bergh (6,112,186) in view of Scroggie (5,970,469) in further view of Von Kohorn (5,227,874).

Claim 1, 7, 10, 17-21, 29, 37-41, 43-45, and 49-96, 98-100: Bergh discloses a system and method for:

receiving from a customer an indication of a product category or a service category (col 3, lines 17-25; col 1, lines 24-32; col 11, liens 5-7; col 11, lines 49-53; col 27, lines 9-14). Additionally, If a user can become more experienced in a particular domain, as Bergh discloses (col 11, lines 49-53), it is inherent that that user is selecting that domain more regularly. Bergh also discloses that the user can choose different product categories by selecting different websites (col 28, lines 5-11; col 28, lines 18-22). Bergh also discloses that user category and item selection in different categories can be interconnected (col 28, lines 10-15; col 28, lines 20-25; col 28, lines 49-53).

Bergh further discloses selecting for the customer one of the products in the product category or the services in the service category (col 27, lines 17-20; col 27, lines 27-30; col 27, lines 65-col 28, lines 2; col 1, lines 50-54).

Bergh further discloses providing an indication of said selected one of said at least two products or said at least two services (col 27, lines 17-20; col 27, lines 27-30; col 27, lines 65-col 28, lines 2).

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Bergh further discloses a retailer category (col 1, lines 24-32; col 3, lines 17-25) where the retailer category is restaurants, clothing stores, World Wide Web pages, etc.

Bergh further discloses that the user makes a purchase (col 27, lines 65-col 28, lines 2).

Bergh does not explicitly disclose arranging for a benefit to be provided if the product or service selected for the customer has been purchased.

However, Scroggie discloses arranging for a benefit to be provided if the product or service selected for the customer has been purchased (col 7, lines 65-67; col 8, lines 28-30; col 5, lines 62-65; col 6, lines 7-13). It is inherent to rebates that they provide a benefit if the product or service has been purchased.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Scroggie's rebate for a purchase made to Bergh's customer selecting a product category and subsequent item recommendation. One would have been motivated to do this because a rebate is an obvious way of encouraging a customer to purchase a product.

Bergh nor Scroggie explicitly disclose selecting, for a customer, one of the products from a first product and a second product, where the customer had indicated

The first product and the second product, and

A willingness to purchase any one of the first product and the second product.

However, Von Kohorn discloses

Selecting, for a customer, one of the products from a first product and a second product, where the customer had indicated

The first product and the second product, and

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A willingness to purchase any one of the first product and the second product (col 99, line 37-col 100, line 5).

Von Kohorn further discloses indicating an area of interest (col 98, lines 33-36).

Von Kohorn further discloses targeting user with differing incentives (col 104, line 65-col 105, line 3; col 105, lines 17-24).

Von Kohorn further discloses targeting information to select groups of users (col 78, lines 40-52).

Von Kohorn further discloses utilizing competitive advertising to induce purchasing (col 105, lines 45-52) and that advertising can be in the form of incentives or coupons (col 8, lines 40-44, col 100, lines 60-68).

Von Kohorn further discloses that products from several sponsors can be provided as potential items of interest (col 83, lines 39-43).

Von Kohorn further discloses that the product can be a service or organization (col 100, lines 40-45) and that an organization can be a retailer (col 76, line 67-col 77, line 5).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Von Kohorn targeting user's based on items of interest for purchasing to Bergh's targeting user's based on items of interest and user making purchases.

One would have been motivated to do this in order to allow flexible incentives for purchasing to be presented to users based on user interests.

Additionally, Von Kohorn discloses that the user selects item(s) that the user is interested in purchasing (col 99, lines 49-52). Note that the customer is presented a listing of many items that are available for purchase (col 99, lines 38-50) and that the user only selects the item(s) that

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the user is interested in purchasing (col 99, lines 49-52). Therefore, the user indicates a willingness to purchase at least one but not all of the plurality of products.

Von Kohorn also discloses selecting, for a customer, at least one of the products from a plurality of products (col 82, lines 20-55). Note that Von Kohorn's list includes all products for sale (col 82, lines 47-53) and that Von Kohorn selects for the customer product promotions for either or both of products the user selected and did not select as being interested in (col 82, lines 35-42).

Von Kohorn further discloses utilizing advertisements to entice a user to purchase a different or competing product from one the user would have normally selected (col 1, lines 45-55).

Von Kohorn further discloses the user selecting products, groups of products, competing products in different manners and forms (col 47, lines 5-15).

Additionally, Von Kohorn also discloses that the benefit is provided in exchange for the selecting (col 47, line 42-col 48, line 10, col 2, line 60-col 3, line 5; col 2, lines 49-53) and the benefit can be a prize, token, reward which can take many forms (col 11, lines 16-24; col 79, lines 19-25). Note that Von Kohorn discloses that a benefit can be awarded to the user for the act of selecting a product. And, note that the benefit can take many forms including a cash payment.

Claims 6 and 34: Bergh and Scroggie and Von Kohorn disclose a method as in claims 1 and 29, and Bergh further discloses that said indication of a product category including at least two products or a service category including at least two services is completed by at least one of

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the following: a customer, a customer device, a retailer, retailer device, a seller, a seller device, or a controller (col 3, lines 17-25; col 1, lines 24-32; col 26, line 43-col 28, line 56).

Claims 8 and 35: Bergh and Scroggie and Von Kohorn disclose a method as in claims 7 and 29, and Bergh further discloses that said indication of said benefit is provided to at least one of the following: a customer, a customer device, a retailer, retailer device, a seller, a seller device, or a controller (col 3, lines 17-25; col 1, lines 24-32; col 26, line 43-col 28, line 56).

Claims 9 and 36: Bergh and Scroggie and Von Kohorn disclose a method as in claims 7 and 29, and Bergh further discloses that said indication of said benefit is provided by at least one of the following: a customer, a customer device, a retailer, retailer device, a seller, a seller device, or a controller (col 3, lines 17-25; col 1, lines 24-32; col 26, line 43-col 28, line 56).

Claim 11: Bergh and Scroggie and Von Kohorn disclose a method as in claim 10, and Bergh further discloses that said indication of a purchase is received from at least one of the following: a customer, a customer device, a retailer, retailer device, a seller, a seller device, or a controller (col 3, lines 17-25; col 1, lines 24-32; col 26, line 43-col 28, line 56).

Claim 12: Bergh and Scroggie and Von Kohorn disclose a method as in claim 10, and Bergh further discloses that said indication of a purchase is received by at least one of the following: a customer, a customer device, a retailer, retailer device, a seller, a seller device, or a controller (col 3, lines 17-25, col 1, lines 24-32; col 26, line 43-col 28, line 56).

Claims 13-15, 46, 47: Bergh and Scroggie and Von Kohorn disclose a method as in claim 1, 43

Bergh further disclosés receiving a customer identifier and determining a customer identifier (col 28, lines 47-56).

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Bergh further discloses a purchase (col 27, line 65-col 28, line 2) and making a payment (col 19, lines 6-16).

Bergh does not explicitly disclose a payment identifier, receiving a payment identifier, that said payment identifier is customer identifier.

However, Scroggie discloses a payment identifier, receiving a payment identifier, that said payment identifier is customer identifier (col 12, lines 18-22).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Scroggie's payment identifier to Bergh's purchase. One would have been motivated to do this because purchases can be efficiently tracked and completed utilizing payment identifiers.

Claim 25-28: Bergh and Scroggie and Von Kohorn disclose a method as in claim 1.

Bergh further discloses a purchase (col 27, line 65-col 28, line 2) and making a payment (col 19, lines 6-16).

Bergh does not explicitly disclose a price or condition of purchase.

However, Scroggie discloses providing an indication of or determining a price for said selected one of said at least two products or at least two services (col 13, lines 64-col 14, line 2 and col 18, lines 11-25).

Scroggie further discloses determining a condition or providing an indication of said condition of purchase of said selected one of said at least two products or at least two services (col 2, lines 59-65 and col 12, lines 8-15).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Scroggie' price or condition of purchase to Bergh purchase of an

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item or service. One would have been motivated to do this because price or condition of purchase is obvious information for making a purchase that lets a customer better determine if they desire to make a purchase.

5. Claims 16, 22, 23, and 48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bergh (6,112,186) in view of Scroggie (5,970,469) in view of Von Kohorn (5,227,874) in further view of Kanter (5,537314).

Claims 16 and 48: Bergh and Scroggie and Von Kohorn disclose a method as in claims 1 and 43. Bergh further discloses a penalty (col 19, lines 9-15) and making a purchase (col 27, line 65-col 28, line 2).

Bergh does not explicitly disclose a penalty if the product is not purchased.

However, Kanter discloses a referral recognition system for an incentive award program.

Kanter further discloses a penalty for failing to purchase an item selected (col 10, lines 30-35).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed puchases to Bergh's recommendation and purchase method. One would have been motivated to do this so that Bergh can discourage purchases that are not possible.

Additionally, Examiner further notes that it is the Applicant's claims as stated in the Applicant's claims that are being rejected with the prior art. In this case, Applicant merely states, 'is not purchased'. Examiner notes that the online Merriam Webster Dictionary at <a href="https://www.m-w.com">www.m-w.com</a> defines 'purchase' as "1 a archaic: GAIN, ACQUIRE b: to acquire (real estate) by means other than descent or inheritance c: to obtain by paying money or its equivalent".

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Therefore, it is inherent to a purchase that the object or item actually be acquired or obtained. If the object or item was not acquired or obtained, then no purchase was made.

Hence, Bergh discloses purchasing (col 27, line 65-col 28, line 2) and discloses a penalty for communications that are deemed not worthwhile (col 9, lines 9-17). Bergh further discloses sending failure notifications for user actions that are unsuccessful (col 31, lines 32-35).

Kanter discloses that, when utilizing checks, checks run the risk of not clearing and that there can then be a penalty fee (col 10, lines 30-35). Kanter further discloses purchasing (col 2, lines 18-22). Additionally, It is inherent to checks that they can be utilized for purchasing.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed funding utilized for purchases to Bergh's penalties in a recommendation and purchasing method. One would have been motivated to do this in order to better assure that a user is able to complete what they attempt to purchase.

Claim 22: Bergh and Scroggie and Von Kohorn disclose a method as in claim 1. Bergh further discloses an indication of a penalty (col 19, lines 9-15) and making a purchase (col 27, line 65-col 28, line 2).

Bergh does not explicitly disclose providing an indication of a penalty if the product is not purchased.

However, Kanter discloses a referral recognition system for an incentive award program.

Kanter further discloses a penalty for failing to purchase an item selected (col 10, lines 30-35).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed puchases to Bergh's recommendation

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and purchase method. One would have been motivated to do this so that Bergh can discourage purchases that are not possible.

Additionally, Examiner further notes that it is the Applicant's claims as stated in the Applicant's claims that are being rejected with the prior art. In this case, Applicant merely states, 'is not purchased'. Examiner notes that the online Merriam Webster Dictionary at <a href="https://www.tn-w.com">www.tn-w.com</a> defines 'purchase' as "1 a archaic: GAIN, ACQUIRE b: to acquire (real estate) by means other than descent or inheritance c: to obtain by paying money or its equivalent". Therefore, it is inherent to a purchase that the object or item actually be acquired or obtained. If the object or item was not acquired or obtained, then no purchase was made.

Hence, Bergh discloses purchasing (col 27, line 65-col 28, line 2) and discloses a penalty for communications that are deemed not worthwhile (col 9, lines 9-17). Bergh further discloses sending failure notifications for user actions that are unsuccessful (col 31, lines 32-35).

Kanter discloses that, when utilizing checks, checks run the risk of not clearing and that there can then be a penalty fee (col 10, lines 30-35). Kanter further discloses purchasing (col 2, lines 18-22). Additionally, It is inherent to checks that they can be utilized for purchasing.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed funding utilized for purchases to Bergh's penalties in a recommendation and purchasing method. One would have been motivated to do this in order to better assure that a user is able to complete what they attempt to purchase.

purchases that are not possible.

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Claim 23: Bergh and Scroggie and Von Kohorn disclose a method as in claim 1. Bergh further discloses arranging for a penalty (col 19, lines 9-15) and making a purchase (col 27, line 65-col 28, line 2).

Bergh does not explicitly disclose arranging for a penalty if the product is not purchased.

However, Kanter discloses a referral recognition system for an incentive award program. Kanter further discloses a penalty for failing to purchase an item selected (col 10, lines 30-35). Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed puchases to Bergh's recommendation and

purchase method. One would have been motivated to do this so that Bergh can discourage

Additionally, Examiner further notes that it is the Applicant's claims as stated in the Applicant's claims that are being rejected with the prior art. In this case, Applicant merely states, 'is not purchased'. Examiner notes that the online Merriam Webster Dictionary at <a href="https://www.m-w.com">www.m-w.com</a> defines 'purchase' as "1 a archaic: GAIN, ACQUIRE b: to acquire (real estate) by means other than descent or inheritance c: to obtain by paying money or its equivalent". Therefore, it is inherent to a purchase that the object or item actually be acquired or obtained. If

Hence, Bergh discloses purchasing (col 27, line 65-col 28, line 2) and discloses a penalty for communications that are deemed not worthwhile (col 9, lines 9-17). Bergh further discloses sending failure notifications for user actions that are unsuccessful (col 31, lines 32-35).

the object or item was not acquired or obtained, then no purchase was made.

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Kanter discloses that, when utilizing checks, checks run the risk of not clearing and that there can then be a penalty fee (col 10, lines 30-35). Kanter further discloses purchasing (col 2, lines 18-22). Additionally, It is inherent to checks that they can be utilized for purchasing. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Kanter's penalty for failed funding utilized for purchases to Bergh's penalties in a recommendation and purchasing method. One would have been motivated to do this in order to better assure that a user is able to complete what they attempt to purchase.

6. Claims 97 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bergh (6,112,186) in view of Scroggie (5,970,469) in view of Von Kohorn (5,227,874) in further view of Tozzoli (5,717,989).

Claim 97: Bergh and Scroggie and Von Kohorn disclose a method as in claim 1.

Von Kohorn further discloses receiving, from the customer, an intention to purchase a one of the first product and the second product that is selected for the customer and tracking purchases that a user did not make despite his intention (col 3, lines 21-31, col 78, lines 40-48)

Von Kohorn further discloses advertising items with specific sale terms (col 104, line 65-col 105, line 3; col 105, lines 17-24).

Von Kohorn does not explicitly disclose a binding commitment towards a purchase.

However, Tozzoli disclose a binding commitment towards a purchase (col 3, lines 4856).

Tozzoli further discloses advertising items with specific sale terms (col 6, lines 45-48).

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Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Tozzoli's binding commitment to Von Kohorn's intention to make a purchase and Bergh's purchasing. One would have been motivated to do this in order to better ensure that intended purchases are fulfilled.

## Response to Arguments

7. Applicant's arguments with respect to claims 1, 6-23, 25-29, 34-41, and 43-100 have been considered but are not found persuasive.

Examiner further notes that it is the Applicant's claims as stated in the Applicant's claims that are being rejected with the prior art.

Examiner notes that while specific references were made to the prior art, it is actually also the prior art in its entirety and the combination of the prior art in its entirety that is being referred to.

Please also note that the additional citations added below have also been added to the rejection of the Independent claims above.

On page 45 of the Applicant's amendment dated 9/24/04, Applicant states that neither Bergh, Scroggie, or Von Kohorn, alone or in combination, disclose:

"Selecting, for a customer, at least one of the products from a plurality of products, where the customer has indicated a willingness to purchase at least one but not all of the plurality of products".

However, Von Kohorn discloses that the user selects item(s) that the user is interested in purchasing (col 99, lines 49-52). Note that the customer is presented a listing of many items that

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are available for purchase (col 99, lines 38-50) and that the user only selects the item(s) that the user is interested in purchasing (col 99, lines 49-52). Therefore, the user indicates a willingness to purchase at least one but not all of the plurality of products.

Von Kohorn also discloses selecting, for a customer, at least one of the products from a plurality of products (col 82, lines 20-55). Note that Von Kohorn's list includes all products for sale (col 82, lines 47-53) and that Von Kohorn selects for the customer product promotions for either or both of products the user selected and did not select as being interested in (col 82, lines 35-42).

Von Kohorn further discloses utilizing advertisements to entice a user to purchase a different or competing product from one the user would have normally selected (col 1, lines 45-55).

Von Kohorn further discloses the user selecting products, groups of products, competing products in different manners and forms (col 47, lines 5-15).

Additionally, Von Kohorn also discloses that the benefit is provided in exchange for the selecting (col 47, line 42-col 48, line 10; col 2, line 60-col 3, line 5; col 2, lines 49-53) and the benefit can be a prize, token, reward which can take many forms (col 11, lines 16-24; col 79, lines 19-25). Note that Von Kohorn discloses that a benefit can be awarded to the user for the act of selecting a product. And, note that the benefit can take many forms including a cash payment.

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#### Conclusion

The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- a. Barnett discloses (6,321,208) enticing users to try different brands (col 12, lines 35-62; col 13, lines 24-35; col 1, lines 50-67);
  - c. Deaton discloses (5,687,322) enticing users to try different brands (col 70, lines 3-15).

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (703)305-4687. The examiner can normally be reached on Mon- Fri, 7:30-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (703)305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

11/4/04

Johney D. Calson Princy Exercise